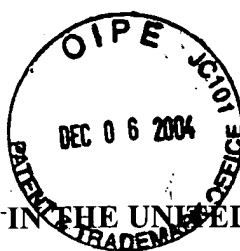


PATENT



Application Serial No.: 09/540,035  
Attorney Docket No: 99-063

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**CUSTOMER NO. 22927**

Applicants: Walker et al.  
Application No.: 09/540,035  
Filed: March 31, 2000  
Title: RETAIL SYSTEM FOR SELLING PRODUCTS BASED ON A  
FLEXIBLE PRODUCT DESCRIPTION  
Attorney Docket No. 99-063

Group Art Unit: 3628  
Examiner: F. Poinvil

**AMENDMENT AND RESPONSE  
to the Office Action mailed June 15, 2004 (Paper No. 12)**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Final Office Action mailed June 15, 2004, (Paper No. 12), please consider the following remarks. Please note that references to "we", "us", "our" and the like refer to the present Applicants.